



WKMG

## ORDER

Print Date 08/29/12 Page 1 of 3

Flight Dates 09/04/12-09/10/12

Contract / Revision 252313 /

Original Date / Revision  
06/22/12 08/28/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 488

Alt Order # 06204945

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 18580

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 35         | \$15,793.00 | \$18,580.00  | 0.00   | 08/27/12   | 09/10/12 | 35      | \$15,793.00 | \$18,580.00  |
| Totals         | 35         | \$15,793.00 | \$18,580.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals<br>Spots Amount |          |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|------------------------|----------|
| N 1 | WKMG | 09/05/12          | 09/05/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p           | --W---- | :30 | 1     | \$550.00    | P-3 | 0.00          | NM   | 1                      | \$550.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
|     |      | Week: 09/03/12    | 09/09/12        | --W----  |       | 1                 |         |     |       | \$550.00    |     | 0.00          |      |                        |          |
| N 2 | WKMG | 09/10/12          | 09/10/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p           | M-----  | :30 | 1     | \$550.00    | P-2 | 0.00          | NM   | 1                      | \$550.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
|     |      | Week: 09/10/12    | 09/16/12        | M-----   |       | 1                 |         |     |       | \$550.00    |     | 0.00          |      |                        |          |
| N 3 | WKMG | 09/04/12          | 09/06/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p          | -T-T--- | :30 | 2     | \$400.00    | P-3 | 0.00          | NM   | 2                      | \$800.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |
|     |      | Week: 09/03/12    | 09/09/12        | -T-T---  |       | 2                 |         |     |       | \$400.00    |     | 0.00          |      |                        |          |
| N 4 | WKMG | 09/04/12          | 09/04/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p          | -T----- | :30 | 1     | \$500.00    | P-3 | 0.00          | NM   | 1                      | \$500.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |                        |          |



WKMG

Print Date: 08/29/12

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Contract / Revision 252313 Flight Dates 09/04/12-09/10/12

Hiatus Dates

Original Date / Revision 06/22/12/ 08/28/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D Product NELSON FOR SENATE

Estimate # 488

|             |      |                                 |                   |  |       |                |                       |                 |                   |             |     |               |             | Totals |            |
|-------------|------|---------------------------------|-------------------|--|-------|----------------|-----------------------|-----------------|-------------------|-------------|-----|---------------|-------------|--------|------------|
| Ln          | Ch   | Start                           | End               | Inventory Code                           | Break | Start/End Time | Days                  | Len             | Spots             | Rate        | Pri | Rtg           | Type        | Spots  | Amount     |
| N 4         | WKMG | 09/04/12                        | 09/04/12          | 1230-2p CBS Soaps<br>Soaps               | CM    | 12:30-2p       | -T-----               | :30             | 1                 | \$500.00    | P-3 | 0.00          | NM          | 1      | \$500.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | -T-----                                  |       |                |                       |                 | 1                 | \$500.00    |     | 0.00          |             |        |            |
| N 6         | WKMG | 09/10/12                        | 09/10/12          | 2-3p The Talk<br>The Talk                | CM    | 2-3p           | M-----                | :30             | 1                 | \$300.00    | P-2 | 0.00          | NM          | 1      | \$300.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/10/12                        | 09/16/12          | M-----                                   |       |                |                       |                 | 1                 | \$300.00    |     | 0.00          |             |        |            |
| N 7         | WKMG | 09/05/12                        | 09/05/12          | News at 7p<br>News at 7p                 | CM    | 7-7:30p        | --1----               | :30             | 1                 | \$800.00    | P-3 | 0.00          | NM          | 1      | \$800.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | --1----                                  |       |                |                       |                 | 1                 | \$800.00    |     | 0.00          |             |        |            |
| N 8         | WKMG | 09/05/12                        | 09/06/12          | M-SU 11p News<br>M-SU 11p News           | CM    | 11-1135p       | --WT---               | :30             | 2                 | \$1,200.00  | P-3 | 0.00          | NM          | 2      | \$2,400.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | --WT---                                  |       |                |                       |                 | 2                 | \$1,200.00  |     | 0.00          |             |        |            |
| N 9         | WKMG | 09/05/12                        | 09/05/12          | M-F David Letterman<br>David Letterman   | CM    | 1136p-1238a    | --W----               | :30             | 1                 | \$500.00    | P-3 | 0.00          | NM          | 1      | \$500.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | --W----                                  |       |                |                       |                 | 1                 | \$500.00    |     | 0.00          |             |        |            |
| N 11        | WKMG | 09/09/12                        | 09/09/12          | CBS Sunday Morning<br>CBS Sunday Morning | CM    | 9-1030a        | -----S                | :30             | 2                 | \$1,200.00  | P-2 | 0.00          | NM          | 2      | \$2,400.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | -----S                                   |       |                |                       |                 | 2                 | \$1,200.00  |     | 0.00          |             |        |            |
| N 12        | WKMG | 09/10/12                        | 09/10/12          | 1230-2p CBS Soaps<br>Soaps               | CM    | 12:30-2p       | M-----                | :30             | 1                 | \$500.00    | P-2 | 0.00          | NM          | 1      | \$500.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/10/12                        | 09/16/12          | M-----                                   |       |                |                       |                 | 1                 | \$500.00    |     | 0.00          |             |        |            |
| N 13        | WKMG | 09/07/12                        | 09/07/12          | 1230-2p CBS Soaps<br>Soaps               | CM    | 12:30-2p       | ----F--               | :30             | 1                 | \$500.00    | P-2 | 0.00          | NM          | 1      | \$500.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | ----F--                                  |       |                |                       |                 | 1                 | \$500.00    |     | 0.00          |             |        |            |
| <u>Spot</u> |      | <u>Ch</u>                       | <u>Date Range</u> | <u>Description</u>                       |       |                | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u>     | <u>Rate</u> |     | <u>Rtg</u>    | <u>Type</u> |        |            |
| 1           |      | WKMG                            | 09/03/12-09/09/12 | 1230-2p CBS Soaps                        |       |                | 12:30-2p              | ----F--         | :30               | (\$500.00)  |     | 0.00          | NM          |        |            |
|             |      | See MG 13.2                     |                   |  |       |                |                       |                 |                   |             |     |               |             |        |            |
|             |      | [No SHow due to US Open Tennis] |                   |  |       |                |                       |                 |                   |             |     |               |             |        |            |
| 2           |      | WKMG                            | 09/06/12-09/06/12 | 1230-2p CBS Soaps                        |       |                | 12:30-2p              | ---Th----       | :30               | \$500.00    |     | 0.00          | NM          |        |            |
|             |      | Ⓜ MG for 13.1 09/07             |                   |  |       |                |                       |                 |                   |             |     |               |             |        |            |
| N 14        | WKMG | 09/06/12                        | 09/06/12          | 2-3p The Talk<br>The Talk                | CM    | 2-3p           | ---T---               | :30             | 1                 | \$300.00    | P-3 | 0.00          | NM          | 1      | \$300.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | ---T---                                  |       |                |                       |                 | 1                 | \$300.00    |     | 0.00          |             |        |            |
| N 15        | WKMG | 09/07/12                        | 09/09/12          | M-SU 11p News<br>M-SU 11p News           | CM    | 11-1135p       | ----F-S               | :30             | 2                 | \$1,200.00  | P-2 | 0.00          | NM          | 2      | \$2,400.00 |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | ----F-S                                  |       |                |                       |                 | 2                 | \$1,200.00  |     | 0.00          |             |        |            |
| N 16        | WKMG | 09/07/12                        | 09/07/12          | M-F David Letterman<br>David Letterman   | CM    | 1136p-1238a    | ----F--               | :30             | 1                 | \$500.00    | P-2 | 0.00          | NM          | 1      | \$500.00   |
|             |      | <u>Start Date</u>               | <u>End Date</u>   | <u>Weekdays</u>                          |       |                |                       |                 | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |             |        |            |
| Week:       |      | 09/03/12                        | 09/09/12          | ----F--                                  |       |                |                       |                 | 1                 | \$500.00    |     | 0.00          |             |        |            |
| N 17        | WKMG | 09/07/12                        | 09/10/12          |  | CM    | 6-7a           | M---F--               | :30             | 1                 | \$225.00    | LUR | 0.00          | NM          | 2      | \$450.00   |

|        |    |             |
|--------|----|-------------|
| Totals | 35 | \$18,580.00 |
|--------|----|-------------|



WKMG

# ORDER

Flight Dates 10/02/12-10/08/12

Contract / Revision 252379 /

Original Date / Revision

06/22/12 08/28/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 475

Alt Order # 06205045

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 64900

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month        | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|--------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| October 2012 | 59         | \$55,165.00 | \$64,900.00  | 0.00   | 10/01/12   | 10/08/12 | 59      | \$55,165.00 | \$64,900.00  |
| Totals       | 59         | \$55,165.00 | \$64,900.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code                          | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri           | Rtg  | Type | Totals |            |
|-----|------|-------------------|-----------------|---|-------|-------------------|---------|-----|-------------|----------|---------------|------|------|--------|------------|
|     |      |                   |                 |   |       |                   |         |     |             |          |               |      |      | Spots  | Amount     |
| N 1 | WKMG | 10/02/12          | 10/05/12        | Morn News at 530a<br>Morn News at 530a  | CM    | 530-6a            | -TWTF-- | :30 | 4           | \$400.00 | P-3           | 0.00 | NM   | 4      | \$1,600.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | -TWTF--                                 |       | 4                 |         |     | \$400.00    |          | 0.00          |      |      |        |            |
| N 2 | WKMG | 10/08/12          | 10/08/12        | Morn News at 530a<br>Morn News at 530a  | CM    | 530-6a            | 1-----  | :30 | 1           | \$400.00 | P-3           | 0.00 | NM   | 1      | \$400.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 10/08/12    | 10/14/12        | 1-----                                  |       | 1                 |         |     | \$400.00    |          | 0.00          |      |      |        |            |
| N 3 | WKMG | 10/02/12          | 10/05/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p           | -TW-F-- | :30 | 3           | \$600.00 | P-3           | 0.00 | NM   | 3      | \$1,800.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 10/01/12    | 10/07/12        | -TW-F--                                 |       | 3                 |         |     | \$600.00    |          | 0.00          |      |      |        |            |
| N 4 | WKMG | 10/08/12          | 10/08/12        | 11-12p Price Is Right<br>Price Is Right | CM    | 11a-12p           | 1-----  | :30 | 1           | \$600.00 | P-3           | 0.00 | NM   | 1      | \$600.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                         |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |



WKMG

Print Date: 08/29/12

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Contract / Revision 252379 Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 06/22/12/ 08/28/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D Product NELSON FOR SENATE

Estimate # 475

| Ln   | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Totals |            |
|------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|--------|------------|
|      |      |                   |                 |  |       |                |         |     |                   |             |     |               |      | Spots  | Amount     |
| N 4  | WKMG | 10/08/12          | 10/08/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p        | 1-----  | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| N 5  | WKMG | 10/03/12          | 10/05/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | --WTF-- | :30 | 3                 | \$500.00    | P-3 | 0.00          | NM   | 3      | \$1,500.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | --WTF--  |       |                |         |     | 3                 | \$500.00    |     | 0.00          |      |        |            |
| N 6  | WKMG | 10/08/12          | 10/08/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p       | 1-----  | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM   | 1      | \$500.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |      |        |            |
| N 7  | WKMG | 10/02/12          | 10/05/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | -T-TF-- | :30 | 3                 | \$600.00    | P-3 | 0.00          | NM   | 3      | \$1,800.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | -T-TF--  |       |                |         |     | 3                 | \$600.00    |     | 0.00          |      |        |            |
| N 8  | WKMG | 10/08/12          | 10/08/12        | 1230-2p CBS Soaps<br>Soaps                     | CM    | 12:30-2p       | 1-----  | :30 | 1                 | \$600.00    | P-3 | 0.00          | NM   | 1      | \$600.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$600.00    |     | 0.00          |      |        |            |
| N 9  | WKMG | 10/02/12          | 10/05/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | -TWTF-- | :30 | 4                 | \$350.00    | P-3 | 0.00          | NM   | 4      | \$1,400.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | -TWTF--  |       |                |         |     | 4                 | \$350.00    |     | 0.00          |      |        |            |
| N 10 | WKMG | 10/08/12          | 10/08/12        | 2-3p The Talk<br>The Talk                      | CM    | 2-3p           | 1-----  | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| N 11 | WKMG | 10/04/12          | 10/04/12        | 3-4p Nate/Doctors 9/10<br>Nate Berkus          | CM    | 3-4p           | ---1--- | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | ---1---  |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| N 12 | WKMG | 10/08/12          | 10/08/12        | 3-4p Nate/Doctors 9/10<br>Nate Berkus          | CM    | 3-4p           | 1-----  | :30 | 1                 | \$350.00    | P-3 | 0.00          | NM   | 1      | \$350.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$350.00    |     | 0.00          |      |        |            |
| N 13 | WKMG | 10/02/12          | 10/02/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | -1----- | :30 | 1                 | \$450.00    | P-3 | 0.00          | NM   | 1      | \$450.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | -1-----  |       |                |         |     | 1                 | \$450.00    |     | 0.00          |      |        |            |
| N 14 | WKMG | 10/08/12          | 10/08/12        | 4-430p Extra<br>Extra                          | CM    | 4-430p         | 1-----  | :30 | 1                 | \$450.00    | P-3 | 0.00          | NM   | 1      | \$450.00   |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/08/12    | 10/14/12        | 1-----   |       |                |         |     | 1                 | \$450.00    |     | 0.00          |      |        |            |
| N 15 | WKMG | 10/03/12          | 10/04/12        | 530-6p The Insider<br>Insider                  | CM    | 530p-6p        | --WT--- | :30 | 2                 | \$650.00    | P-3 | 0.00          | NM   | 2      | \$1,300.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|      |      | Week: 10/01/12    | 10/07/12        | --WT---  |       |                |         |     | 2                 | \$650.00    |     | 0.00          |      |        |            |
| N 16 | WKMG | 10/02/12          | 10/05/12        | News at 6p<br>News at 6p                       | CM    | 6-630p         | -TWTF-- | :30 | 4                 | \$800.00    | P-3 | 0.00          | NM   | 4      | \$3,200.00 |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



WKMG

Print Date: 08/29/12

Page 3 of 4

Contract / Revision

252379

Flight Dates 10/02/12-10/08/12

Hiatus Dates

Original Date / Revision 06/22/12/ 08/28/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/F/D

Product NELSON FOR SENATE

Estimate # 475

| Ln   | Ch          | Start                             | End               | Inventory Code                          | Break | Start/End Time        | Days            | Len           | Spots | Rate                    | Pri | Rtg           | Type        | Totals |            |
|------|-------------|-----------------------------------|-------------------|---|-------|-----------------------|-----------------|---------------|-------|-------------------------|-----|---------------|-------------|--------|------------|
|      |             |                                   |                   |   |       |                       |                 |               |       |                         |     |               |             | Spots  | Amount     |
| N 16 | WKMG        | 10/02/12                          | 10/05/12          | News at 6p<br>News at 6p                | CM    | 6-630p                | -TWTF--         | :30           | 4     | \$800.00                | P-3 | 0.00          | NM          | 4      | \$3,200.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | -TWTF--                                 |       | 4                     |                 |               |       | \$800.00                |     | 0.00          |             |        |            |
| N 17 | WKMG        | 10/08/12                          | 10/08/12          | News at 6p<br>News at 6p                | CM    | 6-630p                | 1-----          | :30           | 1     | \$800.00                | P-3 | 0.00          | NM          | 1      | \$800.00   |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/08/12                    | 10/14/12          | 1-----                                  |       | 1                     |                 |               |       | \$800.00                |     | 0.00          |             |        |            |
| N 18 | WKMG        | 10/02/12                          | 10/05/12          | CBS Evening News<br>CBS Eve News        | CM    | 630-7p                | -TW-F--         | :30           | 3     | \$1,200.00              | P-3 | 0.00          | NM          | 3      | \$3,600.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | -TW-F--                                 |       | 3                     |                 |               |       | \$1,200.00              |     | 0.00          |             |        |            |
| N 19 | WKMG        | 10/08/12                          | 10/08/12          | CBS Evening News<br>CBS Eve News        | CM    | 630-7p                | 1-----          | :30           | 1     | \$1,200.00              | P-3 | 0.00          | NM          | 1      | \$1,200.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/08/12                    | 10/14/12          | 1-----                                  |       | 1                     |                 |               |       | \$1,200.00              |     | 0.00          |             |        |            |
| N 20 | WKMG        | 10/02/12                          | 10/04/12          | News at 7p<br>News at 7p                | CM    | 7-7:30p               | -T-T---         | :30           | 2     | \$1,000.00              | P-3 | 0.00          | NM          | 2      | \$2,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | -T-T---                                 |       | 2                     |                 |               |       | \$1,000.00              |     | 0.00          |             |        |            |
| N 21 | WKMG        | 10/08/12                          | 10/08/12          | News at 7p<br>News at 7p                | CM    | 7-7:30p               | 1-----          | :30           | 1     | \$1,000.00              | P-3 | 0.00          | NM          | 1      | \$1,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/08/12                    | 10/14/12          | 1-----                                  |       | 1                     |                 |               |       | \$1,000.00              |     | 0.00          |             |        |            |
| N 22 | WKMG        | 10/03/12                          | 10/03/12          | M-F 7:30-8p Inside Ed<br>Inside Edition | CM    | 730-8p                | --1----         | :30           | 1     | \$1,000.00              | P-3 | 0.00          | NM          | 1      | \$1,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | --1----                                 |       | 1                     |                 |               |       | \$1,000.00              |     | 0.00          |             |        |            |
| N 23 | WKMG        | 10/08/12                          | 10/08/12          | M-F 7:30-8p Inside Ed<br>Inside Edition | CM    | 730-8p                | 1-----          | :30           | 1     | \$1,000.00              | P-3 | 0.00          | NM          | 1      | \$1,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/08/12                    | 10/14/12          | 1-----                                  |       | 1                     |                 |               |       | \$1,000.00              |     | 0.00          |             |        |            |
| N 24 | WKMG        | 10/03/12                          | 10/03/12          | Wed Prime 9p<br>Criminal Minds          | CM    | 9-10p                 | --1----         | :30           | 1     | \$8,000.00              | P-3 | 0.00          | NM          | 1      | \$8,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | --1----                                 |       | 1                     |                 |               |       | \$8,000.00              |     | 0.00          |             |        |            |
|      | <u>Spot</u> | <u>Ch</u>                         | <u>Date Range</u> | <u>Description</u>                      |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>             |     | <u>Rtg</u>    | <u>Type</u> |        |            |
|      | 1           | WKMG                              | 10/01/12-10/07/12 | Wed Prime 9p                            |       | 9-10p                 | --W-----        | :30           |       | <del>(\$8,000.00)</del> |     | 0.00          | NM          |        |            |
|      |             | See MG 24.2                       |                   |   |       |                       |                 |               |       |                         |     |               |             |        |            |
|      |             | [First Presidential Debate 9-11p] |                   |   |       |                       |                 |               |       |                         |     |               |             |        |            |
|      | 2           | WKMG                              | 10/04/12-10/04/12 | Thu Prime 10p                           |       | 10-11p                | ---Th-----      | :30           |       | \$8,000.00              |     | 0.00          | NM          |        |            |
|      |             | Ⓜ MG for 24.1 10/03               |                   |   |       |                       |                 |               |       |                         |     |               |             |        |            |
| N 25 | WKMG        | 10/05/12                          | 10/05/12          | Fri Prime 10p<br>Blue Bloods            | CM    | 10-11p                | ----1--         | :30           | 1     | \$7,000.00              | P-3 | 0.00          | NM          | 1      | \$7,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | ----1--                                 |       | 1                     |                 |               |       | \$7,000.00              |     | 0.00          |             |        |            |
| N 26 | WKMG        | 10/07/12                          | 10/07/12          | Sun Prime 10-11p<br>The Mentalist       | CM    | 10-11p                | -----1          | :30           | 1     | \$7,000.00              | P-3 | 0.00          | NM          | 1      | \$7,000.00 |
|      |             | <u>Start Date</u>                 | <u>End Date</u>   | <u>Weekdays</u>                         |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>             |     | <u>Rating</u> |             |        |            |
|      |             | Week: 10/01/12                    | 10/07/12          | -----1                                  |       | 1                     |                 |               |       | \$7,000.00              |     | 0.00          |             |        |            |
| N 27 | WKMG        | 10/02/12                          | 10/07/12          |   | CM    | 11-1135p              | -TWTFS          | :30           | 6     | \$1,500.00              | P-3 | 0.00          | NM          | 6      | \$9,000.00 |

|   |           |                   |                    |                        |                   |                |             |               |             |            |     |          | Totals |                |
|---|-----------|-------------------|--------------------|------------------------|-------------------|----------------|-------------|---------------|-------------|------------|-----|----------|--------|----------------|
| Ln  | Ch        | Start             | End                | Inventory Code         | Break             | Start/End Time | Days        | Len           | Spots       | Rate       | Pri | Rtg Type | Spots  | Amount         |
|   |           |                   |                    | M-SU 11p News          |                   |                |             |               |             |            |     |          |        |                |
|   |           |                   |                    | M-SU 11p News          |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/01/12          | 10/07/12           | -TWTFSS                | 6                 |                | \$1,500.00  | 0.00          |             |            |     |          |        |                |
| N 28                                      | WKMG      | 10/08/12          | 10/08/12           | M-F 11p News           | CM                | 11-1135p       | 1-----      | :30           | 1           | \$1,500.00 | P-3 | 0.00 NM  | 1      | \$1,500.00     |
|   |           |                   |                    | M-F 11p News           |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/08/12          | 10/14/12           | 1-----                 | 1                 |                | \$1,500.00  | 0.00          |             |            |     |          |        |                |
| N 29                                      | WKMG      | 10/02/12          | 10/05/12           | M-F David Letterman    | CM                | 1136p-1238a    | -T--F--     | :30           | 2           | \$600.00   | P-3 | 0.00 NM  | 2      | \$1,200.00     |
|   |           |                   |                    | David Letterman        |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/01/12          | 10/07/12           | -T--F--                | 2                 |                | \$600.00    | 0.00          |             |            |     |          |        |                |
| N 30                                      | WKMG      | 10/08/12          | 10/08/12           | M-F David Letterman    | CM                | 1136p-1238a    | 1-----      | :30           | 1           | \$600.00   | P-3 | 0.00 NM  | 1      | \$600.00       |
|   |           |                   |                    | David Letterman        |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/08/12          | 10/14/12           | 1-----                 | 1                 |                | \$600.00    | 0.00          |             |            |     |          |        |                |
| N 31                                      | WKMG      | 10/06/12          | 10/06/12           | 7-9a CBS This Morn Sa  | CM                | 7-9a           | -----1-     | :30           | 1           | \$350.00   | P-3 | 0.00 NM  | 1      | \$350.00       |
|   |           |                   |                    | 7-9a Sat Early Show    |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/01/12          | 10/07/12           | -----1-                | 1                 |                | \$350.00    | 0.00          |             |            |     |          |        |                |
| N 32                                      | WKMG      | 10/06/12          | 10/06/12           | Sat 6p News            | CM                | 6-630p         | -----1-     | :30           | 1           | \$400.00   | P-3 | 0.00 NM  | 1      | \$400.00       |
|   |           |                   |                    | Sat Local 6 News at 6p |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/01/12          | 10/07/12           | -----1-                | 1                 |                | \$400.00    | 0.00          |             |            |     |          |        |                |
| <u>Spot</u>                               | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | <u>Start/End Time</u>  | <u>Weekdays</u>   | <u>Length</u>  | <u>Rate</u> | <u>Rtg</u>    | <u>Type</u> |            |     |          |        |                |
| 1   | WKMG      | 10/01/12-10/07/12 | Sat 6p News        | 6-630p                 | -----Sa--         | :30            | (\$400.00)  | 0.00          | NM          |            |     |          |        |                |
| See MG 32.2                               |           |                   |                    |                        |                   |                |             |               |             |            |     |          |        |                |
| [Program not airing due to NCAA Football] |           |                   |                    |                        |                   |                |             |               |             |            |     |          |        |                |
| 2   | WKMG      | 10/08/12-10/08/12 | Morn News at 6a    | 6-7a                   | M-----            | :30            | \$400.00    | 0.00          | NM          |            |     |          |        |                |
| (M) MG for 32.1 10/06                     |           |                   |                    |                        |                   |                |             |               |             |            |     |          |        |                |
| N 33                                      | WKMG      | 10/07/12          | 10/07/12           | CBS Sunday Morning     | CM                | 9-1030a        | -----2      | :30           | 2           | \$1,300.00 | P-3 | 0.00 NM  | 2      | \$2,600.00     |
|   |           |                   |                    | CBS Sunday Morning     |                   |                |             |               |             |            |     |          |        |                |
|   |           | <u>Start Date</u> | <u>End Date</u>    | <u>Weekdays</u>        | <u>Spots/Week</u> |                | <u>Rate</u> | <u>Rating</u> |             |            |     |          |        |                |
| Week:                                     |           | 10/01/12          | 10/07/12           | -----2                 | 2                 |                | \$1,300.00  | 0.00          |             |            |     |          |        |                |
|   |           |                   |                    |                        |                   |                |             |               |             |            |     |          | Totals | 59 \$64,900.00 |



WKMG

# ORDER

Print Date 08/29/12 Page 1 of 2

Flight Dates 09/12/12-09/17/12

Contract / Revision 252311 /

Original Date / Revision  
06/22/12 08/27/12

Advertiser Pol/Bill Nelson/Sen/FI/D

Agency Abar-Hutton Media, LLC

Buying Contact Shelli Hutton

6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Product  
NELSON FOR SENATE

Agency Com 15%

Billing Contact  
6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # 487

Alt Order # 06204958

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Senate-Democrat

Priority P-2

Advertiser Ref

Order Share 100% Market Value 22100

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount  | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| September 2012 | 22         | \$18,785.00 | \$22,100.00  | 0.00   | 08/27/12   | 09/17/12 | 22      | \$18,785.00 | \$22,100.00  |
| Totals         | 22         | \$18,785.00 | \$22,100.00  | 0.00   |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |                          |       |                   |         |     |       |             |     |               |      | Spots  | Amount     |
| N 1 | WKMG | 09/12/12          | 09/14/12        | Local 6 News 12-1230p CM | CM    | 12-1230p          | --WTF-- | :30 | 4     | \$400.00    | P-2 | 0.00          | NM   | 4      | \$1,600.00 |
|     |      |                   |                 | Local 6 News 12-1230p    |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 09/10/12    | 09/16/12        | --WTF--                  |       | 4                 |         |     |       | \$400.00    |     | 0.00          |      |        |            |
| N 2 | WKMG | 09/17/12          | 09/17/12        | Local 6 News 12-1230p CM | CM    | 12-1230p          | 1-----  | :30 | 1     | \$400.00    | P-2 | 0.00          | NM   | 1      | \$400.00   |
|     |      |                   |                 | Local 6 News 12-1230p    |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 09/17/12    | 09/23/12        | 1-----                   |       | 1                 |         |     |       | \$400.00    |     | 0.00          |      |        |            |
| N 3 | WKMG | 09/12/12          | 09/14/12        | 2-3p The Talk            | CM    | 2-3p              | --WTF-- | :30 | 3     | \$300.00    | P-2 | 0.00          | NM   | 3      | \$900.00   |
|     |      |                   |                 | The Talk                 |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 09/10/12    | 09/16/12        | --WTF--                  |       | 3                 |         |     |       | \$300.00    |     | 0.00          |      |        |            |
| N 4 | WKMG | 09/17/12          | 09/17/12        | 2-3p The Talk            | CM    | 2-3p              | M-----  | :30 | 1     | \$300.00    | P-2 | 0.00          | NM   | 1      | \$300.00   |
|     |      |                   |                 | The Talk                 |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |



|        |    |             |
|--------|----|-------------|
| Totals | 22 | \$22,100.00 |
|--------|----|-------------|

**WKMG**

## ORDER

Print Date 08/23/12

Page 1 of 2

Flight Dates 08/25/12-09/03/12

Order Sep 00:15:00

Contract / Revision 257585 /

Original Date / Revision  
08/23/12 08/23/12

Advertiser **Pol/Bill Nelson/Sen/Fl/D**Agency **Abar-Hutton Media, LLC**

**Buying Contact Shelli Hutton**

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Product  
**NELSON FOR SENATE**

Agency Com 15%

### Billing Contact

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Sales Office PHI

Sales Region NAT

Agency Ref

Estimate # **561**

Alt Order # 06296028

Billing Type      Cash

|            |         |
|------------|---------|
| Order Type | GENERAL |
|------------|---------|

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Senate-Democrat

Priority P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 6050

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

### Billing Plan

| Month          | # of Spots | Net Amount        | Gross Amount      | Rating      | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|-------------------|-------------------|-------------|------------|----------|---------|------------|--------------|
| August 2012    | 2          | \$1,572.50        | \$1,850.00        | 0.00        | 07/30/12   | 08/26/12 | 2       | \$1,572.50 | \$1,850.00   |
| September 2012 | 5          | \$3,570.00        | \$4,200.00        | 0.00        | 08/27/12   | 09/03/12 | 5       | \$3,570.00 | \$4,200.00   |
| <b>Totals</b>  | <b>7</b>   | <b>\$5,142.50</b> | <b>\$6,050.00</b> | <b>0.00</b> |            |          |         |            |              |

|     |      |                   |                 |  |       |                   |         |             |       |               |     |          | Totals |            |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|----------|--------|------------|
| Ln  | Ch   | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg Type | Spots  | Amount     |
| E 1 | WKMG | 08/30/12          | 08/30/12        | 11-12p Price Is Right<br>Price Is Right        | CM    | 11a-12p           | ---1--- | :30         | 1     | \$800.00      | P-3 | 0.00 NM  | 1      | \$800.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |        |            |
|     |      | Week: 08/27/12    | 09/02/12        | ---1---  |       | 1                 |         | \$800.00    |       | 0.00          |     |          |        |            |
| E 2 | WKMG | 08/28/12          | 08/31/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p          | -T--F-- | :30         | 2     | \$700.00      | P-3 | 0.00 NM  | 2      | \$1,400.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |        |            |
|     |      | Week: 08/27/12    | 09/02/12        | -T--F--  |       | 2                 |         | \$700.00    |       | 0.00          |     |          |        |            |
| E 3 | WKMG | 09/03/12          | 09/03/12        | Local 6 News 12-1230p<br>Local 6 News 12-1230p | CM    | 12-1230p          | 1-----  | :30         | 1     | \$700.00      | P-3 | 0.00 NM  | 1      | \$700.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |          |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | 1-----   |       | 1                 |         | \$700.00    |       | 0.00          |     |          |        |            |
| E 4 | WKMG | 08/25/12          | 08/25/12        | Sat 6p News<br>Sat Local 6 News at 6p          | CM    | 6-630p            | -----1- | :30         | 1     | \$550.00      | P-3 | 0.00 NM  | 1      | \$550.00   |



WKMG

Print Date: 08/23/12

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Contract / Revision

257585

Flight Dates 08/25/12-09/03/12

Hiatus Dates

Original Date / Revision 08/23/12/ 08/23/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 561

|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals |              |
|-------|------|-------------------|-----------------|--|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------------|
| Ln    | Ch   | Start             | End             | Inventory Code                           | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg Type      | Spots  | Amount       |
| E 4   | WKMG | 08/25/12          | 08/25/12        | Sat 6p News<br>Sat Local 6 News at 6p    | CM    | 6-630p         | -----1- | :30 | 1                 | \$550.00    | P-3 | 0.00 NM       | 1      | \$550.00     |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |              |
| Week: |      | 08/20/12          | 08/26/12        | -----1-                                  |       |                |         |     | 1                 | \$550.00    |     | 0.00          |        |              |
| E 5   | WKMG | 08/26/12          | 09/02/12        | CBS Sunday Morning<br>CBS Sunday Morning | CM    | 9-1030a        | -----1  | :30 | 1                 | \$1,300.00  | P-3 | 0.00 NM       | 2      | \$2,600.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                          |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |              |
| Week: |      | 08/20/12          | 08/26/12        | -----1                                   |       |                |         |     | 1                 | \$1,300.00  |     | 0.00          |        |              |
| Week: |      | 08/27/12          | 09/02/12        | -----1                                   |       |                |         |     | 1                 | \$1,300.00  |     | 0.00          |        |              |
|       |      |                   |                 |  |       |                |         |     |                   |             |     |               | Totals | 7 \$6,050.00 |



WKMG

# ORDER

Flight Dates **08/15/12-08/21/12**

Contract / Revision      **256557 /**

Original Date / Revision  
08/10/12    08/10/12

Advertiser **Pol/Bill Nelson/Sen/FI/D**

Agency    **Abar-Hutton Media, LLC**

Buying Contact   **Shelli Hutton**

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Product  
**NELSON FOR SENATE**

Agency Com    15%

Billing Contact  
**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **543**

Alt Order #     **06272937**

Billing Type     Cash

Order Type     GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Senate-Democrat

Priority          P-3

Advertiser Ref

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Order Share 100% Market Value 9450

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month         | # of Spots | Net Amount        | Gross Amount      | Rating      | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------------|-------------------|-------------|------------|----------|---------|------------|--------------|
| August 2012   | 11         | \$8,032.50        | \$9,450.00        | 0.00        | 07/30/12   | 08/21/12 | 11      | \$8,032.50 | \$9,450.00   |
| <b>Totals</b> | <b>11</b>  | <b>\$8,032.50</b> | <b>\$9,450.00</b> | <b>0.00</b> |            |          |         |            |              |

| Ln  | Ch   | Start             | End             | Inventory Code        | Break | Start/End Time    | Days    | Len | Spots       | Rate     | Pri           | Rtg  | Type | Totals |            |
|-----|------|-------------------|-----------------|-----------------------|-------|-------------------|---------|-----|-------------|----------|---------------|------|------|--------|------------|
|     |      |                   |                 |                       |       |                   |         |     |             |          |               |      |      | Spots  | Amount     |
| E 1 | WKMG | 08/15/12          | 08/15/12        | 11-12p Price Is Right | CM    | 11a-12p           | --1---- | :30 | 1           | \$800.00 | P-3           | 0.00 | NM   | 1      | \$800.00   |
|     |      |                   |                 | Price Is Right        |       |                   |         |     |             |          |               |      |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | --1----               |       | 1                 |         |     | \$800.00    |          | 0.00          |      |      |        |            |
| E 2 | WKMG | 08/21/12          | 08/21/12        | 11-12p Price Is Right | CM    | 11a-12p           | -1----- | :30 | 1           | \$800.00 | P-3           | 0.00 | NM   | 1      | \$800.00   |
|     |      |                   |                 | Price Is Right        |       |                   |         |     |             |          |               |      |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 08/20/12    | 08/26/12        | -1-----               |       | 1                 |         |     | \$800.00    |          | 0.00          |      |      |        |            |
| E 3 | WKMG | 08/16/12          | 08/17/12        | Local 6 News 12-1230p | CM    | 12-1230p          | ---TF-- | :30 | 2           | \$700.00 | P-3           | 0.00 | NM   | 2      | \$1,400.00 |
|     |      |                   |                 | Local 6 News 12-1230p |       |                   |         |     |             |          |               |      |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | ---TF--               |       | 2                 |         |     | \$700.00    |          | 0.00          |      |      |        |            |
| E 4 | WKMG | 08/20/12          | 08/21/12        | Local 6 News 12-1230p | CM    | 12-1230p          | MT----- | :30 | 2           | \$700.00 | P-3           | 0.00 | NM   | 2      | \$1,400.00 |
|     |      |                   |                 | Local 6 News 12-1230p |       |                   |         |     |             |          |               |      |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       | <u>Spots/Week</u> |         |     | <u>Rate</u> |          | <u>Rating</u> |      |      |        |            |



WKMG

Print Date: 08/13/12

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Contract / Revision

256557

Flight Dates 08/15/12-08/21/12

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:15:00

Advertiser Pol/Bill Nelson/Sen/FI/D

Product NELSON FOR SENATE

Estimate # 543

| Ln  | Ch   | Start             | End             | Inventory Code                                    | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type   | Totals |            |
|-----|------|-------------------|-----------------|---|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|--------|--------|------------|
|     |      |                   |                 |   |       |                |         |     |                   |             |     |               |        | Spots  | Amount     |
| E 4 | WKMG | 08/20/12          | 08/21/12        | Local 6 News 12-1230p CM<br>Local 6 News 12-1230p | CM    | 12-1230p       | MT----- | :30 | 2                 | \$700.00    | P-3 | 0.00          | NM     | 2      | \$1,400.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/20/12    | 08/26/12        | MT-----   |       |                |         |     | 2                 | \$700.00    |     | 0.00          |        |        |            |
| E 5 | WKMG | 08/16/12          | 08/16/12        | News at 6p<br>News at 6p                          | CM    | 6-630p         | ---1--- | :30 | 1                 | \$1,000.00  | P-3 | 0.00          | NM     | 1      | \$1,000.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | ---1---   |       |                |         |     | 1                 | \$1,000.00  |     | 0.00          |        |        |            |
| E 6 | WKMG | 08/20/12          | 08/20/12        | News at 7p<br>News at 7p                          | CM    | 7-7:30p        | 1-----  | :30 | 1                 | \$1,200.00  | P-3 | 0.00          | NM     | 1      | \$1,200.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/20/12    | 08/26/12        | 1-----  |       |                |         |     | 1                 | \$1,200.00  |     | 0.00          |        |        |            |
| E 7 | WKMG | 08/15/12          | 08/15/12        | M-F 11p News<br>M-F 11p News                      | CM    | 11-1135p       | --1---- | :30 | 1                 | \$1,800.00  | P-3 | 0.00          | NM     | 1      | \$1,800.00 |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | --1----   |       |                |         |     | 1                 | \$1,800.00  |     | 0.00          |        |        |            |
| E 8 | WKMG | 08/18/12          | 08/18/12        | Sat 6p News<br>Sat Local 6 News at 6p             | CM    | 6-630p         | -----1- | :30 | 1                 | \$550.00    | P-3 | 0.00          | NM     | 1      | \$550.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | -----1-   |       |                |         |     | 1                 | \$550.00    |     | 0.00          |        |        |            |
| E 9 | WKMG | 08/18/12          | 08/18/12        | Sat 1135p-1205a<br>Inside Edition Wknd            | CM    | 1135p-1205a    | -----1- | :30 | 1                 | \$500.00    | P-3 | 0.00          | NM     | 1      | \$500.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                   |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |            |
|     |      | Week: 08/13/12    | 08/19/12        | -----1-   |       |                |         |     | 1                 | \$500.00    |     | 0.00          |        |        |            |
|     |      |                   |                 |   |       |                |         |     |                   |             |     |               | Totals | 11     | \$9,450.00 |



WKMG

# ORDER

Print Date 08/23/12 Page 1 of 2

Flight Dates **08/22/12-09/03/12**

Contract / Revision      **257143 /**

Original Date / Revision  
08/16/12    08/23/12

Advertiser **Pol/Bill Nelson/Sen/FI/D**

Agency    **Abar-Hutton Media, LLC**

Buying Contact    **Shelli Hutton**

**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Primary Account Executive  
Kristen Waskie

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Kristen Waskie    | 100%   |            |          |

Product  
**NELSON FOR SENATE**

Agency Com    15%

Billing Contact  
**6190 Grovedale Ct.  
Suite 200  
Alexandria, VA 22310-2552**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **550**

Alt Order #      **06283503**

Billing Type      Cash

Order Type      GENERAL

Billing Cycle      EOM/EOC

Billing Calendar BROADCAST

Demographic    A35+

Rev Codes      AGY      POL      CAND

Product Codes PL-Senate-Democrat

Priority          P-3

Advertiser Ref

Order Share 100% Market Value 11700

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WESH              | %          | 0      |
| WFTV              | %          | 0      |
| WKCF              | %          | 0      |
| WOFL              | %          | 0      |
| WOPX              | %          | 0      |
| WRBW              | %          | 0      |
| WRDQ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount        | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|----------------|------------|-------------------|--------------------|-------------|------------|----------|---------|------------|--------------|
| August 2012    | 4          | \$4,590.00        | \$5,400.00         | 0.00        | 07/30/12   | 08/26/12 | 4       | \$4,590.00 | \$5,400.00   |
| September 2012 | 6          | \$5,355.00        | \$6,300.00         | 0.00        | 08/27/12   | 09/03/12 | 6       | \$5,355.00 | \$6,300.00   |
| <b>Totals</b>  | <b>10</b>  | <b>\$9,945.00</b> | <b>\$11,700.00</b> | <b>0.00</b> |            |          |         |            |              |

| Ln  | Ch   | Start             | End             | Inventory Code           | Break | Start/End Time    | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Totals |            |
|-----|------|-------------------|-----------------|--------------------------|-------|-------------------|---------|-----|-------|-------------|-----|---------------|------|--------|------------|
|     |      |                   |                 |                          |       |                   |         |     |       |             |     |               |      | Spots  | Amount     |
| E 1 | WKMG | 08/22/12          | 08/22/12        | Local 6 News 12-1230p CM |       | 12-1230p          | --1---- | :30 | 1     | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|     |      |                   |                 | Local 6 News 12-1230p    |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 08/20/12    | 08/26/12        | --1----                  |       | 1                 |         |     |       | \$800.00    |     | 0.00          |      |        |            |
| E 2 | WKMG | 08/27/12          | 08/27/12        | Local 6 News 12-1230p CM |       | 12-1230p          | 1-----  | :30 | 1     | \$800.00    | P-3 | 0.00          | NM   | 1      | \$800.00   |
|     |      |                   |                 | Local 6 News 12-1230p    |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 08/27/12    | 09/02/12        | 1-----                   |       | 1                 |         |     |       | \$800.00    |     | 0.00          |      |        |            |
| E 3 | WKMG | 08/26/12          | 09/02/12        | CBS Sunday Morning CM    |       | 9-1030a           | -----1  | :30 | 1     | \$1,500.00  | P-3 | 0.00          | NM   | 2      | \$3,000.00 |
|     |      |                   |                 | CBS Sunday Morning       |       |                   |         |     |       |             |     |               |      |        |            |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>          |       | <u>Spots/Week</u> |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |        |            |
|     |      | Week: 08/20/12    | 08/26/12        | -----1                   |       | 1                 |         |     |       | \$1,500.00  |     | 0.00          |      |        |            |
|     |      | Week: 08/27/12    | 09/02/12        | -----1                   |       | 1                 |         |     |       | \$1,500.00  |     | 0.00          |      |        |            |
| E 4 | WKMG | 08/23/12          | 08/23/12        |                          | CM    | 11a-12p           | ---1--- | :30 | 1     | \$900.00    | P-3 | 0.00          | NM   | 1      | \$900.00   |



WKMG

Print Date: 08/23/12

Page 2 of 2

Contract / Revision **257143** Flight Dates **08/22/12-09/03/12**

Hiatus Dates

Original Date / Revision 08/16/12/ 08/23/12

Order Sep 00:15:00

Advertiser **Pol/Bill Nelson/Sen/FI/D** Product **NELSON FOR SENATE**

Estimate # **550**

|                                     |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             | Totals |            |             |
|-------------------------------------|-----------|-------------------|-----------------|-----------------------|-------|-----------------------|-----------------|---------------|-------------------|-----------------------|-----|---------------|-------------|--------|------------|-------------|
| Ln                                  | Ch        | Start             | End             | Inventory Code        | Break | Start/End Time        | Days            | Len           | Spots             | Rate                  | Pri | Rtg           | Type        | Spots  | Amount     |             |
| 11-12p Price Is Right               |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
| Price Is Right                      |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
|                                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |             |
| Week:                               |           | 08/20/12          | 08/26/12        | ---1---               |       |                       |                 |               | 1                 | \$900.00              |     | 0.00          |             |        |            |             |
| E 5                                 | WKMG      | 08/27/12          | 09/03/12        | 11-12p Price Is Right | CM    | 11a-12p               | 1-----          | :30           | 1                 | \$900.00              | P-3 | 0.00          | NM          | 3      | \$1,800.00 |             |
| Price Is Right                      |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
|                                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |             |
| Week:                               |           | 08/27/12          | 09/02/12        | 1-----                |       |                       |                 |               | 1                 | \$900.00              |     | 0.00          |             |        |            |             |
| Week:                               |           | 09/03/12          | 09/09/12        | 1-----                |       |                       |                 |               | 1                 | \$900.00              |     | 0.00          |             |        |            |             |
| <u>Spot</u>                         | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>    |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |        |            |             |
| 2                                   | WKMG      | 09/03/12-09/09/12 |                 | 11-12p Price Is Right |       | 11a-12p               | M-----          | :30           |                   | <del>(\$900.00)</del> |     | 0.00          | NM          |        |            |             |
| See MG 5.3,5.4                      |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
| [Program not airing due to US Open] |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
| 3                                   | WKMG      | 09/03/12-09/03/12 |                 | CBS This Morning      |       | 7-9a                  | M-----          | :30           |                   | \$450.00              |     | 0.00          | NM          |        |            |             |
| Ⓜ MG for 5.2 09/03                  |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
| 4                                   | WKMG      | 09/03/12-09/03/12 |                 | CBS This Morning      |       | 7-9a                  | M-----          | :30           |                   | \$450.00              |     | 0.00          | NM          |        |            |             |
| Ⓜ MG for 5.2 09/03                  |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
| E 6                                 | WKMG      | 08/23/12          | 08/23/12        | M-F 11p News          | CM    | 11-1135p              | ---1---         | :30           | 1                 | \$2,200.00            | P-3 | 0.00          | NM          | 1      | \$2,200.00 |             |
| M-F 11p News                        |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
|                                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |             |
| Week:                               |           | 08/20/12          | 08/26/12        | ---1---               |       |                       |                 |               | 1                 | \$2,200.00            |     | 0.00          |             |        |            |             |
| E 7                                 | WKMG      | 08/29/12          | 08/29/12        | M-F 11p News          | CM    | 11-1135p              | --1----         | :30           | 1                 | \$2,200.00            | P-3 | 0.00          | NM          | 1      | \$2,200.00 |             |
| M-F 11p News                        |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             |        |            |             |
|                                     |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>       |       |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>           |     | <u>Rating</u> |             |        |            |             |
| Week:                               |           | 08/27/12          | 09/02/12        | --1----               |       |                       |                 |               | 1                 | \$2,200.00            |     | 0.00          |             |        |            |             |
|                                     |           |                   |                 |                       |       |                       |                 |               |                   |                       |     |               |             | Totals | 10         | \$11,700.00 |